



**CIVIC AFFAIRS COMMITTEE
MEETING MINUTES**

June 9, 2015

CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT: A.M.Clausen, S. Havn, J. Hewitt, C. Kaufman, M. Kehrli, V. Svoboda (arrived at 4:03).**

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED:

STAFF: L. Martin

TRUSTEES:

GUESTS: Laura Gleason

1. Call to Order

The meeting was called to order at 4:00 p.m. by **Chair Clausen**.

2. Persons Desiring to be Heard

None

3. Approval of the May 12, 2015, Meeting Minutes

Motion by **Hewitt** and seconded by **KAUFMAN** to amend the minutes as follows: Under Item #6.a. Mount Pleasant Day, Recap of Work Meetings to date, change the wording from 'Kelly is Marketing' to 'Kelly in Marketing.' Motion unanimously passed (5-0).**

4. Mount Pleasant Day – Discussion and Possible Action

a. Recap of Work Meeting

CLAUSEN had given everyone a summary for informational purposes to keep on track. She had input from Brian Smith wondering if the Police and Fire Departments would be included in Mount Pleasant Day, and he was assured that they will be included in the Mount Pleasant tent. Next work meeting for Mount Pleasant Day to review promotional materials is Wednesday, June 24th at 5 p.m. Be prepared to discuss uniforms or identification, how we will set up and who will be included in the tent or structure.

b. Updates on Vendors & Activities

LOGAN passed out updates on vendors and activities and will be sending emails with application forms out tomorrow. **CLAUSEN** gave him two more businesses to add as she had visited Milwaukee PC and Batteries + Bulbs. **KEHRLI** noted a correction on the second page – Joanne Fabric. The email address should begin with an S07 instead of a 5. Discussion followed on the musical acts. **HEWITT** reports Elvis is confirmed from noon to 3:00 along with Gary Ricchio, but his time is not confirmed. We will not be getting McKinley Jazz Band or Kiwanis Youth Symphony. Barnes & Noble is confirmed. **HEWITT** is waiting for call backs from the local McDonalds and the corporate McDonalds in Oak Creek. He will also make a personal visit to Harley Davidson. **LOGAN** reports the Grind is confirmed along with the Summit (with some reservations). Discussion on the vendor application form, set up and certificate of insurance. **WAHLEN** is attending a Volunteer Center meeting and will report back if they will be providing I.D.s.

KAUFMAN and **Laura Gleason** will be working on banner design and advertising along with trying to secure a radio station as part of the entertainment. **CLAUSEN** stressed the need for a cohesive image on all promotional materials for Mount Pleasant Day marketing.

5. Updates

a. Pike River Pathway Grand Opening - **HAVN** reports this is being put off till the next sewer bill.

b. Racine Dental Dash 5k – **LOGAN** reports this has gone before Parks and the Village Board yesterday. It is set for June 27 as part of Racine Dental Group's grand opening.

c. Business Visits – **CLAUSEN** visited Milwaukee PC and Batteries + Bulbs today. She will add it to the shared spreadsheet. Another reminder for members to ask for concerns and comments when making visits to the various businesses. Also, when a new business is opened in Mount Pleasant, we send the



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business a welcome letter. The letters come from **KURT WAHLEN's** office and are signed by **KURT** and our president. This month ten welcome letters were sent out. **HEWITT** mentioned that Primrose is having their grand opening open house on June 11 from 3-6. The general public is invited.

- d. **Kraut Music Festival – Support** – Last meeting Jim Svoboda gave the committee an update on the event scheduled for June 18-21. **CLAUSEN** reiterated that we support that festival at the joint park. Volunteer sheets are being worked up now. We do want the banners up for this event. We need to get the design completed soon so **MARK PIERCE** can get them ordered.
- e. **Greening Racine** – The committee needs to come up with one idea to help reduce our impact on the environment. This topic will continue to be brought up until we formulate an idea. Discussion. **LOGAN** reports that O&H is doing solar panels on the roof, 490 of them, and that is the largest solar project in Mount Pleasant and possibly in the county. Other points discussed were the new drug collection box in the lobby of the Police Department, trash collection and recycling along the trails, and wind turbines.
- f. **Village Logo on Park Signage** – **HAVN** reports **PIERCE** is following up getting prices on the graphics. Some old signs were found that can be reused to save money by just replacing the logo. This is going through Storm Water.

6. Communications

- a. **Sewer Bill Insert** – We received the information from Festival Foods along with a photo from **LOGAN** to be used in the insert as the featured business. He will recreate the back side of the form while **Laura Gleason** and **KAUFMAN** work on the front side. The forms need to get to the printer by Thursday or Friday at the latest because they need to be printed and delivered here by the 15th. **CLAUSEN** quoted prices from the printer as follows: \$73.92 per 1,000 for one side, \$97.98 for two sides. That is roughly \$220 additional that Storm Water will pay us. This time the order will be for 8,500 instead of 9,000 last time. **HEWITT** suggested that since some residents don't receive sewer bills, perhaps we can include communications with the tax bills in the future.
- b. **Mount Pleasant Community Guide** – We have approved the community guide and recommended to the Village Board who also approved it, and we have signed a letter of intent. When the company has assigned someone to the project, they will contact us. At that time we will discuss how we want to manage it. It will be quite a bit of work for us to identify businesses and ask about advertising to create the booklet. The list of businesses that **MARK PIERCE** provided is helpful but not complete. More discussion for future meetings.
- c. **Website Traffic Update** – Jennifer put together a list so we need to let her know what we want tracked. Everyone is asked to review the list and identify specific areas for Jennifer to target – things that will be useful for Civic Affairs. This will be on the agenda for next month. We need to choose at least five items we should be tracking as website data to discuss and prioritize. Our website vendor is Civic Plus. A representative is willing to work with Jennifer to better utilize our website in terms of marketing techniques. We may be able to get the rep to come and speak with us in the future.

7. Adjournment

Motion, at approximately 5:04 p.m., by **HEWITT** to adjourn. Motion seconded by **KEHRLI**. Motion unanimously passed (6-0). **

Next meeting is Tuesday, July 14, 2015, at 4:00 p.m.